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## **The Hidden Leak in Your Email Revenue**

*Why your emails quietly disappear and how much money that really costs you*

**If your emails are landing in spam or promotions, you're already losing money.**

Not eventually. Not hypothetically. Immediately.

Most businesses have no idea this is happening because nothing looks broken. Emails still send. Campaigns still go out. There are no error messages. But fewer people are seeing what you send and that's where the damage begins.

**This is how email stops working, one quiet step at a time.**

When your emails stop landing in the primary inbox, three things happen in sequence. Each one costs you money in a different way.

### **1. Your emails stop being seen.**

Most emails that land in spam or promotions folders are never seen at all.

They aren't opened later. They aren't searched for. They don't get flagged by the reader. They just disappear.

And when your emails aren't seen, your offers don't reach customers. Follow-ups never happen. Reminders don't land.

This isn't a copy problem. It's **lost revenue**, and it happens *before* anyone reads a single word.

### **2. Open rates fall. Performance declines. Revenue drops further.**

When fewer people see your emails, fewer people open. When fewer open, fewer click. Fewer buy. Fewer reply.

Even if nothing else changes, not your list, not your platform, not your message, **engagement drops simply because inbox placement dropped.**

This is where most businesses make the wrong fix. They rewrite subject lines. Resend emails. Try new platforms.

None of that solves the real issue.

Meanwhile, you keep losing money while your deliverability quietly decays.

### **3. Low open rates trigger aggressive filtering. Your domain reputation tanks.**

Google (and other inbox providers) now treat poor engagement as a warning signal. When open rates drop below 20%, Gmail assumes your emails are unwanted.

The result?

- Spam filtering becomes more aggressive
- Promotions placement increases
- Your sender reputation degrades
- You become a blacklisting candidate

Once that happens, it's not just a bad campaign.

You lose **reliability** as a channel you depend on.

Even critical emails, confirmations, receipts, support, stop landing.

Recovery becomes slow, painful, and in some cases, incomplete.

### **This is why deliverability problems feel sudden, but never are.**

You don't wake up one day and find yourself blacklisted.

You slide there over time.

- Emails drift from inbox to promotions
- Then to spam
- Open rates fall
- Filtering tightens
- Revenue leaks out quietly

By the time someone finally says, "*Something feels off...*" you've already lost money you'll never recover.

## **There's another threat most businesses don't even realize exists.**

You may be writing emails that trigger spam filters and not even know it.

Modern inboxes now evaluate *language patterns*, not just content.

That means:

- Certain phrases in your subject lines raise red flags

- Over formatted HTML or broken personalization logic creates distrust
- Messaging style alone can slowly erode inbox trust

To a human reader, your email looks fine.

To the inbox, it looks risky.

Yes — even if it's honest.

Even if it's permission-based.

Even if it's sent to your own customers.

This is why good businesses still land in spam.

## **I fix this.**







This service is not about writing better emails.

It's about **repairing the systems that decide whether your emails are allowed to reach people at all.**

In most cases, the damage isn't coming from one thing. It's coming from a stack of small issues working together.

I identify and correct the technical, behavioral, and messaging patterns that quietly damage deliverability, even in legitimate, permission-based businesses.

## **What I Fix**

-  SPF / DKIM / DMARC authentication issues
-  Sending behavior that creates risk patterns
-  List hygiene, segmentation, and decay
-  Inbox-triggering language in subject lines and body copy
-  Engagement patterns that hurt sender reputation
-  And more depending on how deep the damage is

## **The Goal**

Not a temporary boost.

Not a gimmick workaround.

**The goal is restoring inbox trust so email becomes a reliable revenue channel again.**

And it stays that way.

Because deliverability doesn't break from a single mistake.

It breaks from patterns slowly, quietly, invisibly.

When I fix those patterns, I don't just clean things up.  
I change the conditions that caused inboxes to distrust you in the first place.



## Real Results

One client saw a **30% increase in her business** after I fixed her deliverability and rebuilt her email campaign without changing her platform or her list.

That's what happens when your emails start landing where they're supposed to.



## Ready to Fix Your Deliverability?

If you're seeing declining open rates, slipping engagement, or just have a gut feeling that email *isn't working like it used to* you're probably right.

Most of the time, it's not your copy. It's not your platform.  
It's how inboxes are interpreting what you send.

I fix that.

Let's identify exactly what's hurting your deliverability and map out how to restore inbox trust fast.

→ [Book a Deliverability Audit](#)

*(To see if this is the right fit.)*

No fluff. No obligation.  
Just a clear next step to stop losing revenue to invisible inbox filters.